Reagan team taking shape □ Cautious bullishness for TVB □ State of the art in technology

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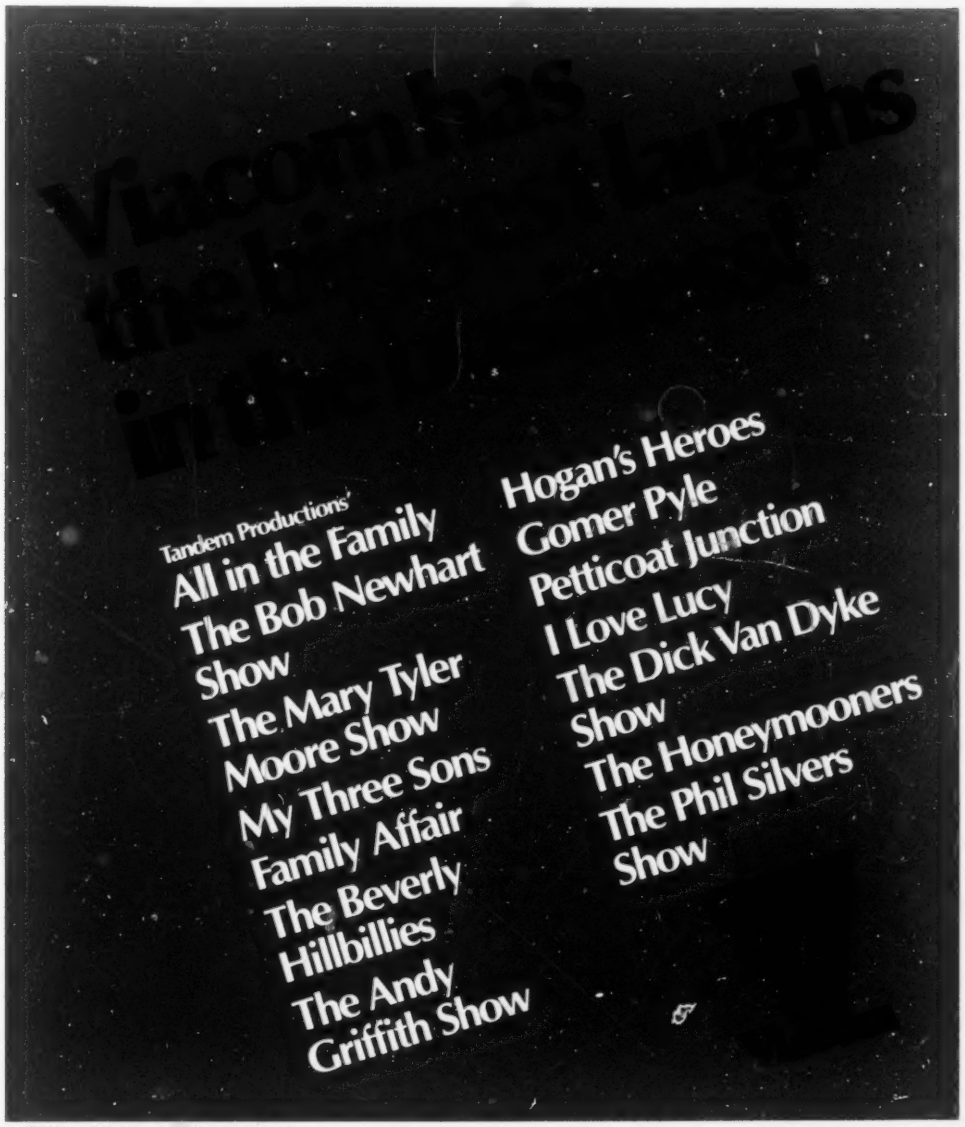

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**SAMPLE

The Week in Brief

TOP OF THE WEEK

RESHAPING FOR REAGAN ☐ Transition team under Washington attorney Gardner will scrutinize communications agencies before new administration affixes its stamp. KLAS-TV's Smith is in group of 30 that will study FCC operations. Input is expected from former FCC chairmen, Burch and Wiley. **PAGE 19.**

REAGAN MARKET FINALLY SOARS ☐ Bulls rampage after brief retreat. Analysts generally expect incoming administration to be good news for broadcasting stocks. **PAGE 20.**

TELETEXT IN L.A. ☐ CBS Inc. will begin its first public testing there in co-op project with KNXT, KCET and WGBH-TV. Antiope system will be used. **PAGE 21.**

CONFIDENCE AND CAUTION ☐ TVB members are reminded they are winners in Las Vegas by reports of television's major gains in revenues and expectation of more. **PAGE 24.** But there are words of warning that social and technical changes will bring need to adjust. **PAGE 25.**

SPECIAL REPORT

STATE OF THE ART ☐ Broadcast equipment and technology in this first year of new decade are reviewed. Particular attention is paid to digital television, satellites and radio and ENG. **PAGE 31.** Part one focuses on inexorable pace of innovation in TV. **PAGE 32.** In radio, competition has been spurred by competition for better sound. **PAGE 42.**

MEDIA

AND THE WINNER IS . . . WHO? ☐ Judge dismisses part of suit by ATC subsidiary against Warner Amex cable grant in Pittsburgh. Now both sides claim victory. **PAGE 52.**

DECISION FOR VOTERS ☐ Petition filed with Dallas city council calls for referendum on cable award to Warner Amex. **PAGE 52.**

PAY TV IN BRITAIN ☐ Government will allow 12 cable systems to offer subscription channels. **PAGE 52.**

PROGRAMING

UA KEEPS WINNING FOR THE GIPPER ☐ Ronald Reagan's election revives interest in TV and movie-house showings of his 56 film performances. **PAGE 60.**

JOURNALISM

PROTECTION ☐ NAB's insurance plan will give members protection against libel, slander and related risks that have inhibited past journalistic efforts. **PAGE 63.**

LAW & REGULATION

CHANDLER V. FLORIDA ☐ Supreme Court hears arguments on claims of Miami Beach policemen that cameras in courtroom adversely affected their burglary trial. **PAGE 65.**

THUMBS DOWN ☐ FCC rejects $15-million distress sale of Faith Center's three TV properties. **PAGE 66.**

TECHNOLOGY

ON DISPLAY AT SMPTE ☐ Annual meeting in New York features papers on wide range of 80's technology. More than 200 exhibitors show their wares. **PAGE 67.**

1936

THE 'BROADCASTING' YEARS ☐ Many newspaper groups, who had been foes of radio in earlier years, dropped their cudgels and sought entry into station ownership ranks. Rapidity of trend stirred apprehension on Capitol Hill. To accommodate existing services and expected new media, FCC ordered allocations hearings. And radio scored journalistic high marks and realized substantial revenues from the 1936 political races. **PAGE 71.**

PROFILE

NOW IT'S THE NEWS THAT MUST GO ON ☐ David Hartman's transition from actor to information-show host stirred skepticism among some journalistic purists. But that was five years ago, before Hartman's imaginative blending of news and entertainment pushed ABC-TV's *Good Morning America* to the top of the early-morning ratings. **PAGE 97.**

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tinct possibility" that major sporting events will eventually be priced out of the free TV market, a contention disputed by the other two network chiefs.

NBC's Tartikoff said that while his network has not yet formally entered the cable industry, unlike ABC and CBS, it is reviewing the possibility of doing so. "Some moves in that direction (toward cable) might be profitable for us and will be considered," Tartikoff explained. "It's the difference between a pot of gold and 'some' gold. We believe that network television will be the place where most of the money will be in the 80's and 90's."

Monitor

Educational experience. Faculty members from universities across the country were at NAB's Washington headquarters Nov. 6-8 for a series of panel discussions led by representatives of all phases of the electronics media. The overriding message of the Broadcast Education Association Faculty/Industry Seminar was the importance of audience research today and even more so in the future as new technologies fragment the audience. Among the speakers was Gene Jankowski, president, CBS/Broadcast Group, who responded to questions at Thursday's dinner (right); Squire Rushnell, vice president, ABC Entertainment; Robert Wussler, Turner Broadcasting System; Jeffrey Weiss, Viacom, and Richard Sonnenfeldt, NBC.

□

And now for something completly different. Telepictures Corp., New York, said it has acquired exclusive U.S. distribution rights to 44 half-hours of *Monty Python's Flying Circus*, including first rights ever granted by Monty Python Co. for editing to allow for commercial inserts. *Python* began on BBC-TV in 1970, was subsequently seen on U.S. public stations.

□

'Taxi' fare. Pre-distribution sale of ABC-TV hit series, *Taxi*, to seven Times Mirror television stations has been announced by Paramount Television Domestic Syndication. *Taxi*, previously sold to WNEW-TV New York and KTLA-TV Los Angeles, becomes available for showing in syndication in fall of 1983.

□

Here's looking at you. USA Network has begun what network president, Kay Koplovitz, calls "consummate sports series." Half-hour variety show airing thrice weekly, program is hosted by Roy Firestone, weekend anchor and features reporter at KNXT(TV) Los Angeles, and Ira Fistell, talk show host at KABC(AM) Los Angeles. Regular features include "hot seat" interviews, "bettor's corner" reports, "nostalgia time"—reviews of great moments in sports—and "The Fans," segment that allows "sports diehards to voice opinions." Masda Motors has signed as participating sponsor.

□

News for Saturday. ABC-TV is adding three more entries to its 1980-81 Saturday-morning children's schedule, which started Nov. 8: *Fonz and the Happy Days Gang*, animated half-hour based on prime-time *Happy Days* characters (9-9:30 a.m. NYT); *Richie Rich/Scooby & Scrappy Doo Show*, combination based on *Richie Rich* comic-book character, and new comedies in *Scooby-Scrappy* series (9:30-10:25 a.m.), and return of *Superfriends Hour* with new episodes (8-9 a.m.). Other new entries, announced earlier: *Thundarr the Barbarian* (10:30-55 a.m.), *Heathcliff and Dingbat* (11-11:30), *Plastic Man/Baby Plas Super Comedy Show* (11:30-55).

□

3-D thrillers. MCA Videocassette Co. is releasing on videocassette 3-D versions of two celebrated classics of 1950's sci-fi genre—"Creature from the Black Lagoon" and "It Came from Outer Space." Each cassette comes complete with four pairs of 3-D glasses.

Ratings Roundup

It was series stunting at its best. For the week ended Nov. 9, CBS-TV aired four episodes of *Dallas*, winning three of the top five ratings scores and four of the top 10—all this without even revealing who shot J.R.

Top-rated of the week was Sunday's episode which scored a massive 40.0 rating and 59 share. The season opener, in its regular time period, Friday at 10 p.m., grabbed an even higher share, with a 38.2/61. Reruns brought a 31.8/51 (Friday, just prior to the premiere) and a 24.7/42 (Thursday).

Add to those four episodes the five regularly scheduled series CBS ran on Sunday night and the network pulled in the top nine numbers of the week.

Over-all the prime-time averages were CBS 22.2/35, ABC-TV 17.9/28 and NBC-TV 14.8/23.

Elsewhere in the ratings, CBS's debut of *Ladies' Man* was well received, earning a 24.0/36 against NBC's *Little House on the Prairie* and paid political time on ABC. CBS also proved the winner, along with President-elect Reagan, on election night, beating the network competition with an 18.7/27 (BROADCASTING, Nov. 10).

The First 20

Rank	Program	Network	Rating Share
1	*Dallas* (Sunday)	CBS	40.0/59
2	*Dallas* (Friday premiere)	CBS	38.2/61
3	*Jeffersons*	CBS	32.1/45
4	*Dallas* (Friday)	CBS	31.8/51
5	*Alice*	CBS	31.2/44
6	*60 Minutes*	CBS	29.7/45
7	*One Day at a Time*	CBS	29.2/41
8	*Archie Bunker's Place*	CBS	27.6/40
9	*Dallas* (Thursday)	CBS	24.7/42
10	*Love Boat*	ABC	24.4/42
11	*Ladies' Man* (premiere)	CBS	24.0/36
12	*Love at First Bite* (movie)	CBS	23.2/37
13	*Flo*	CBS	23.2/36
14	*That's Incredible*	ABC	22.6/36
15	*Fantasy Island*	ABC	22.4/40
16	*Real People*	NBC	21.0/32
17	*M*A*S*H*	CBS	20.7/30
18	*Little House on the Prairie*	NBC	20.4/30
19	*NFL Monday Night Football* (Chicago v Cleveland)	ABC	20.2/37
20	*The Spy Who Loved Me* (movie)	ABC	19.7/28

The Final Five

41	*Lassiter* (special)	NBC	12.9/22
42	*Those Amazing Animals*	ABC	12.7/19
43	*"Return of the Pink Panther" (movie)*	NBC	11.5/19
44	*Campaign '80* preview	CBS	10.8/17
45	*NBC Magazine*	NBC	6.3/10

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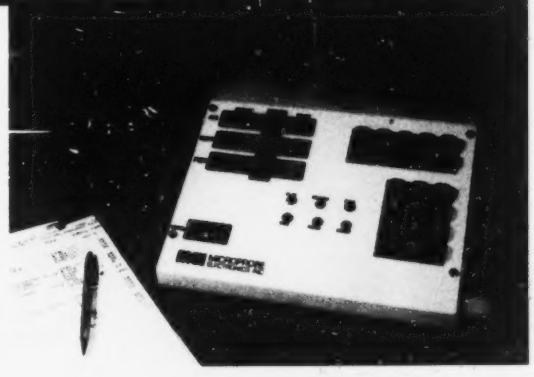

(BC Doc. 80-667). Action Oct. 28.

TV action

■ Sierra Vista, Ariz.—Broadcast Bureau, in response to petition by Sierra Vista Television Inc. proposed assigning UHF ch. 58 to Sierra Vista as its first TV assignment, comments due Dec. 22, replies Jan. 12. (BC Doc. No. 80-666). Action Oct. 21.

Translators

VHF actions

■ K03FT Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 3, to rebroadcast KMGH-TV Denver. (BPTTV-800107II). Action Aug. 28.

■ K11PZ Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 11, to rebroadcast KBTV-TV Denver. (BPTTV-800107IH). Action Aug. 28.

■ K13RB Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 13, to rebroadcast KOA-TV, Denver. (BPTTV-800107IM). Action Aug. 28.

■ K12MK Walden, Colo.—Jackson County granted CP for VHF translator ch. 12, to rebroadcast KBTV-TV Denver. (BPTTV-800107IL). Action Aug. 28.

■ K13RE Opheim, Mont.—Opheim Community Club granted CP for VHF translator on ch. 13, to rebroadcast KUMV-TV Williston, N.D. (BPTTV-800204IM). Action Aug. 12.

■ K09PQ Arosk, Ore.—Arock Community TV granted CP for VHF translator on ch. 9, to rebroadcast KIVI-TV Nampa, Idaho. (BPTTV-800204IO). Action Aug. 15.

■ K13RF Arosk, Ore.—Arock Community TV granted CP for VHF translator on ch. 13, to rebroadcast KBCI-TV Boise, Idaho. (BPTTV-800204IP). Action Aug. 15.

■ W08BT Newberry S.C.—Capital Communications Inc. granted CP for VHF translator on ch. 8, to rebroadcast WLTX-TV Columbia, S.C. (BPTTV-800312IB). Action Aug. 27.

■ W08BS Sumter, S.C.—Capital Communications Inc. granted CP for VHF translator on ch. 8, to rebroadcast WLTX-TV Columbia, S.C. (BPTTV-800311IB). Action Aug. 27.

■ K05GX East Price, Utah—Carbon County Utah granted CP to VHF translator on ch. 5, to rebroadcast KSL-TV Salt Lake City. (BPTTV-800104IA). Action Aug. 12.

UHF actions

■ K55CN Bakersfield, Calif.—International Panorama TV Inc. granted CP to UHF translator on ch. 55, to rebroadcast KTBN-TV Fontana, Calif. (BPTT-800107IO). Action Aug. 12.

■ K57CC Hagerman, Idaho—The Klix Corp. granted CP for UHF translator on ch. 57, to rebroadcast KMVT-TV Twin Falls, Idaho. (BPTT-800125IC). Action Aug. 15.

■ K69CN St. Maries and Rose Lake, both Idaho—State Board of Education and Board of Regents of the University of Idaho granted CP for UHF translator on ch. 69, to rebroadcast KUID-TV Moscow, Idaho. (BPTT-790202JH). Action Sept. 24.

■ W32AC Muncie, Ind.—Full Gospel Business Men's Fellowship International-Muncie, Ind. Chapter granted CP to UHF translator on ch. 32, to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800108IA). Action Aug. 12.

■ K49AM Lund and Preston, both Nebraska—White Pane Television District No. 1 granted CP for UHF translator on ch. 49, to rebroadcast KLVX-TV Las Vegas. (BPTT-800111IE). Action Aug. 15.

■ K63BU Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for UHF translator on ch. 63, to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-800516IB). Action Aug. 15.

■ K65CF Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for UHF translator on ch. 65 to rebroadcast KOAT-TV Albuquerque, N.M. ((BPTT-800516IC). Action Aug. 15.

■ W66AQ Dayton, Ohio—Buford Television of Ohio Inc. granted CP for UHF translator on ch. 66 to rebroadcast WBTI-TV Cincinnati (BPTT-800204IL). Action Aug. 15.

■ W61AL Salem, Ore.—Full Gospel Business Men's Fellowship International-Salem, Ore. Chapter granted CP for UHF translator station on ch. 61 to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800109IP). Action Aug. 15.

■ K55CQ Miami Tex.—Miami Translator System Inc. granted CP for UHF translator on ch. 55 to rebroadcast KETA-TV Oklahoma City (BPTT-800114IK). Action Aug. 12.

■ K55CP Victoria, Tex.—Community Television of Victoria granted CP for UHF translator on ch. 55, to rebroadcast KWEX-TV San Antonio, Tex. (BPTT-800428IM). Action Aug. 7.

■ K42AF Parowan, Summit and Enoch, all Utah—Iron County granted CP for UHF translator on ch 42, to rebroadcast KSTU-TV Salt Lake City. (BPTT-800204IN). Action Aug. 15.

■ K50AJ Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 50, to rebroadcast KSTW-TV Tacoma, Wash. (BPTT-800313ID). Action Aug. 15.

■ K56BN Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 56, to rebroadcast KIRO-TV Seattle, Wash. (BPTT-800313IF). Action Aug. 15.

■ K56CI Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 67, to rebroadcast KTPS-TV Seattle, Wash. (BPTT-800313IH). Action Aug. 25.

■ K40AE Cashmere, Wash.—Upper Wenatchee Valley TV Assn. Inc. granted CP for UHF translator on ch. 40, to rebroadcast KCTS-TV Seattle, Wash. (BPTT-800319IA). Action Aug. 18.

■ K49AL Rural area in Vicinity of Cashmere, Wash.—Apple Valley Educational TV Assn. granted CP to UHF translator on ch. 49, to rebroadcast KWSU-TV Pullman, Wash. (BPTT-800102IG). Action Aug. 15.

■ K67CH Malott and vicinity, Wash.—Television Reception District No. 1 of Okanogan County, Wash., granted CP for UHF translator on ch. 67, to rebroadcast KTPS-TV Spokane, Wash. (BPTT-791231IK). Action Aug. 15.

■ W32AC Vancouver/Portland, Wash./Ore.—Full Gospel Business Men's Fellowship International-Muncie, Ind., chapter granted CP to UHF translator on ch 61, to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800123IF). Action Aug. 15.

Cable

■ The following registrations have been received:

■ Tower Communications Inc. for Ironton, and Coal Grove, both Ohio (OH0122,230) add signal.

■ Jerico Cable TV Inc. for Chetopa, Kan. (KS0250) new system.

■ Marion Cable TV for Gas City, Jonesboro, Marion, and Grant, all Indiana (IN0030,1,2,107) add signal.

■ Teleprompter Corp. for Dubuque, Rock Island, Milan, East Dubuque, and Oak Grove, all Illinois. (IL0011,161,182,004,287) add signal.

■ Pierre Cable TV Service for Fort Pierre and Pierre, both South Dakota (SD0007,8) add signal.

■ Huron Cable TV Service for Huron, S.D. (SD0004) add signal.

■ Aberdeen Cable TV Service Inc. for Aberdeen and Brown, both South Dakota. (SD003,41) add signal.

■ Teleprompter of Clarksburg Inc. for Clarksburg, Anmoore, Bridgeport, Nutter Fort, Stonewood, and Harrison, all West Virginia. (WV0032,29,31,5,6,373) add signal.

■ Teleprompter of Oswego Inc. for Oswego, Minetto, and Scriba, all New York. (NY0252,443,2,50) add signal.

■ El Paso Cablevision Inc. for El Paso, Tex. (TX0242) add signal.

■ New England Cablevision Inc. for Farmington, N.H. (NH0084) add signal.

■ Redden Enterprises Inc. for Arapaho, Commanche, Thomas, Seiling, Leedley, and Vici, all Oklahoma (OK088,123,10,51,0,2) add signal.

■ General Electric Cablevision Corp. for Medina, Limestone, Bellevue, Whispering Oaks, West Peoria, Peoria Heights, Bartonville, and Peoria, all Illinois, and Georgetown, Kentwood, Grandville, Wyoming, Plainfield, Grand Rapids, and Alpine, all Michigan. (IL0343, 2, 1, 260, 45, 153, 38, 109, MI388, 15, 289, 125, 394, 3, 2) add signal.

■ Teleprompter Corp. for Keene, Marlborough, and Swanzey, all New Hampshire. (NH0001,2,3) add signal.

■ General Electric Cablevision Corp. for Walker, East Grand Rapids, and Grand Rapids, all Michigan. (MI0391,36,256) add signal.

■ Orange County Cable Comm. Co. for Coto De Caza, Calif. (CA0765) new system.

■ Continental Cablevision of Ohio Inc. for Springfield, Moorefield, Fairborn, Bath, New Carlisle Enon, and Mad River, all Ohio. (OH0279,441,0,295,439,689,90,1) add signal.

■ Fort Smith TV Cable Co. for Roland, Okla. (OK0184) add signal.

■ Rock River Cablevision Co. for Coloma, Rock Falls, Sterling, Hopkins, Mont Morency, and Sterling, all Illinois. (IL0058,9,63,95,129,061) add signal.

■ Central Cable System Inc. for Clinton, Ill. (IL0159) add signal.

■ Harbor Videocable for Leavenworth, Wash. (WA0298,9) add signal.

■ Vista Cable Inc. for Brockston, and Chalmers, both Indiana. (IN0137,61) add signal.

■ Alert Cable TV of Wilson Inc. for Wilson, N.C. (NC0110) add signal.

■ Continental Cablevision of Morton Grove Inc. for

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization. **Includes off-air licenses.